PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Elizabeth Chambers

DATE: October 10, 1997

FROM: Virginia Murphy

SUBJECT: Massachusetts Compliance

As you know, we need not sample the Basic brand family within the State of Massachusetts because the market share for Basic does not exceed five percent. In addition to deleting all references to Basic and revising the totals in the memo you prepared, will you please consider the following revisions? I'd also like to call John Hackett together at a time convenient to you. This afternoon or Monday morning would be fine for me.

Suggested revisions follow.

First page, paragraph 2, please clarify the fact that the TSM must sample from five retailers within each county and substitute the following for the final three sentences.

> The TSM must complete and affix one of the labels provided to each pack. The label must be completely legible and contain the date the product was purchased, the brand style, the name and address of the retail store, the county in which the retail store is located and the Universal Product Code. On box packings, please affix the label to the rear panel. Utilizing the tyvek envelopes and pre-addressed shipping labels provided, ship two packs of each brand style to the Department of Health for the State of Massachusetts and two packs of each brand style to my attention. The tyvek envelopes provided are water-proof and sealable. If you are shipping a large quantity from within a single county, you may prefer to use a box or padded mailer. The shipping labels provided can be attached to either.

I will call you to discuss how best to prepare packages for each TSM, Elizabeth. The packages should be sent from Richmond and the quantities required are not likely to justify the expense of retaining a third party fulfillment house. We can discuss that when we discuss scheduling time with John Hackett.

Source: https://www.industrydocuments.ucsf.edu/docs/glwl0001